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President's Choice®

Holiday 2023

Insiders Report™

CELEBRATING OUR 40TH YEAR



Discover WHAT'S Inside

President's Choice®



Holiday 2023
PC® Insiders Report™

Discover your best holiday yet!

This is a very special festive year. It's our 40th anniversary and we're celebrating by bringing you our absolute best. Our Salmon Wellington has our flakiest puff pastry yet. And we're giving you a whole new way to candy cane. Of course, after four decades, we simply must celebrate the hundreds of PC® holiday products that have graced your table year after year. You'll find your faves (and their storied histories) throughout the pages, plus beloved products you begged us to bring back.

◀ PC® Executive Chef Allison

We can't wait for you to uncover all the phenomenal products in this year's PC® Insiders Report™.

STARTING WITH THESE THREE STANDOUTS.



$10.99 420g
21543887_EA

PC® Eggplant Parmigiana Sfogliatelle Pastry Bites

This Italian sweet dessert classic is made with a savoury twist. Now it's the Must Try app of the season.



$6.99 312g
21545111_EA

PC® Ready To Bake - All-Butter Croissants

Sixteen layers of French butter folded together to give you the most satisfyingly indulgent taste.



$6.99 6x30mL
21545109_EA

PC® Candy Cane Cookie Dough Ice Cream Bites

Bite into the ultimate holiday treat! Mint ice cream with candy cane pieces in chocolate cookie dough.

Also available at SHOPPERS DRUG MART

Express™

Get 1 month of FREE online grocery delivery and pickup*

Make holiday shopping easier with *PC Express* online grocery. Shop the PC® Insiders collection online and order pickup at a store or get delivery right to your home. To receive 1 month of free delivery and pickup on your next online grocery order of $100 or more*, enter code **PCXRSVP** when you check out on your favourite grocery store website.

*Initial qualifying order must be placed and completed by January 3, 2024. Your pickup or delivery fee will be waived on each eligible order, based on the total spend of the initial qualifying order before applicable taxes, fees, discounts and/or coupons, in a single transaction. This Offer only applies to eligible online pickup or delivery orders made at atlanticsuperstore.ca, fortinos.ca, independentcitymarket.ca, loblaws.ca, maxi.ca, newfoundlandgrocerystores.ca, nofrills.ca, provigo.ca, realcanadiansuperstore.ca, valumart.ca, yourindependentgrocer.ca or zehrs.ca. Offer does not apply on items purchased through Rapid Retail Canada Inc. at rapid.pcexpress.ca or any products on our banner websites that are sold and shipped by third party vendors. Applicable voucher code must be entered during checkout of the initial qualifying order to redeem and applies automatically to subsequent orders within 31 days of the initial qualifying order. Offer excludes purchase of tobacco, alcohol products, prescriptions, phone cards, gift cards, lottery tickets, all non-participating third-party operations and any other products which are provincially regulated or as we determine from time to time. Offer cannot be combined with any other promotional offers and excludes previous purchases. We reserve the right to cancel any order due to unauthorized, altered, or ineligible use of discount and to modify or cancel this offer due to system error or unforeseen problems without notice. ®/™ Trademarks of Loblaws Inc.



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VALUE PICK

Look for this badge throughout the book to find some of our favourite quality products! Apps, coffee, pastries, pizza and more at an AFFORDABLE PRICE.

This holiday season, the PC® Insiders Report™ has got you covered!

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Advertised regular pricing and product selection (flavour, colour, patterns, etc.) may vary by store location. All savings claims ("Save," "Was," "½ Price," etc.) are in comparison to our own regular prices. Savings on items shown may vary in each store location. Quantities and/or selection of the items featured may be limited and may not be available in all stores. For inquiries on product availability at a store location near you, see Customer Service in store or visit us online at any one of our Loblaw Inc. banner stores. © 2023 Loblaws Inc. All rights reserved. ®/™ Trademarks of Loblaws Inc. Shoppers Drug Mart®, the Shoppers Drug Mart Logo, and the Life Brand Logo are trademarks of 911979 Alberta Ltd., used under licence. T&T and Logo are trademarks of T&T Supermarket Inc., used under licence. Mastercard® is a registered trademark, and the circles design is a trademark of Mastercard International Incorporated. President's Choice Bank is a licensee of the marks. PC Financial® Mastercard® is provided by President's Choice Bank.

Presenting puff pastry perfection

Perfectly golden. Puffed every time.
Our **PC® Butter Puff Pastry** is a forever fan favourite for good reason.



Rumour has it the popular people at the party arrive with a platter filled with **PC® Butter Puff Pastry** creations.

Loads of layers are the key in our mix. Butter and shortening product are folded together again and again to ensure you get a foolproof flaky finish without the work. Plus, that prized perfect puff every time.

Take a peek when it's in the oven to see the layers as they unfold. Golden on the outside and tender on the inside. You did that! App aficionados have been using our puff pastry as their "secret" recipe for years. Filling it with both sweet or savoury toppings fit for any occasion. Hurry to grab another box—because this secret recipe is secret no more.

TRY THIS

Sour Cream & Cheddar Potato Galette

1. Unroll 1 frozen sheet **PC® Butter Puff Pastry** onto baking sheet, leaving parchment underneath. Spread ¼ cup (60 mL) full-fat sour cream over top, leaving 2-inch (5 cm) border uncovered. Sprinkle ½ cup (125 mL) shredded old cheddar cheese over top, leaving border uncovered. Set aside.

2. Toss together 1 yellow-fleshed potato (peeled and cut into very thin rounds), half small sliced red onion, 2 tsp (10 mL) oil, 1 tsp (5 mL) rosemary, ½ tsp (2 mL) salt, and ½ tsp (2 mL) pepper in large bowl. Alternating between potato and red onion, arrange in overlapping rows over top of cheese, leaving border uncovered. Refrigerate 15 minutes.

3. Preheat oven to 375°F (190°C).

4. Bring edges of dough up over filling, overlapping as needed and pinching edges together to seal as you go.

5. Bake until potatoes are fork-tender and pastry is crisp and golden, 45 to 50 minutes. Let cool on baking sheet 20 minutes. Cut into wedges.



PC® Butter Puff Pastry
$6.49 **450g** 21288850_EA

Psst, your party needs these 3 essentials



PC® Cocktail Napkins

Grazing is highly encouraged at parties. Lay out a bunch of our **PC® Cocktail Napkins** so guests can grab food as they please. Our napkins come in seasonal colours and patterns like evergreen trees, cranberries, plaid and winter scenes.

$5 21501283_EA



PC® Shiny Gold Platter

Serve guests in style with our elegant gold tray. You just have to effortlessly arrange your cocktail napkins and fresh-from-the-oven apps on it.

$19 21246817_EA



Life at Home® Plaid Bowl

Every appetizer needs a matching dip–displayed in a beautifully bold bowl. Find three versatile dips to get you through the season on pc.ca.

$6 21507424_EA

50 layers of flakiness in just 15 minutes*

Our new **PC® Eggplant Parmigiana Sfogliatelle Pastry Bites** are ready to rule the app party.

*When cooked in the air fryer.



We're proud to proclaim we've captured quite a compelling crunch. Our **PC® Eggplant Parmigiana Sfogliatelle Pastry Bites** (21543887_EA) are hand-shaped in Italy with 50 shatter-on-impact layers. Yes, 50 delicate layers ready to own all your parties this season. This classic Neapolitan street food is usually sweet-filled and served during the holidays. We pondered in the PC® Test Kitchen… could we make this flaky-filled favourite an app? And fill it with something rich and savoury? It immediately came to us: a parm and eggplant mash up. These bite-sized pouches ooze diced eggplant, three Italian cheeses and a tomato-bechamel sauce. They air fry from frozen in 15 minutes. Perfect for any last-minute visitors. But remember to allow for cooling time (scalding cheese is no one's friend). Then take a bite. Hear that? It's your tastebuds proclaiming they've just discovered a new favourite.

Unleash the hidden power of apps!

Forgot to plan dinner? Keep calm, a freezer full of frozen apps is at the ready. Low prep. Everyone loves them (even the pickiest eaters). And they're ready in less than 30 minutes.



PC® Ascolana Breaded Olives
Stuffed and fried Ascolana olives are a legendary labour of love in Italy's Marche region. We bring our version with love to you–no labour required. We've packed as much flavour as we can into this great green olive with not one, but *four* cheeses.

$9.99 **450g** 21480200_EA



PC® Pork Sausage Roll
You can't get enough of our **PC® Chicken Sausage Rolls** at this time of year. So, we had to bring you more. Meet our new **PC® Pork Sausage Roll**. Our light, airy and soft pastry is sure to impress every dinner guest (both big and small). But what's inside is truly unique: Our special, PC® spice. It makes for a comforting roll you won't find anywhere else.

$9.99 **500g** 21538572_EA



Apps just got more appetizing, thanks to air frying.

Add your favourite frozen foods into our **PC® Digital Air Fryer** and they will be crisply cooked in minutes. Just follow the air-frying instructions on the package of select PC® apps. This innovative alternative to deep frying has rapid air circulation for even baking. Plus, with eight pre-programmed settings and a removable non-stick rack, cooking and cleanup are even more of a breeze.

$79.99 21344279_EA

PC® Thai Basil Shrimp Spring Rolls

Finger-food fans love these–and we've brought them back, bigger than ever. We've stuffed them with even more plump shrimp, along with yam beans, carrots, cabbage and scallions. The real artistic achievement is the long, paper-thin wrappers–each one delicately hand rolled in Thailand. Like stained glass, you can see through them to the full leaf of Thai basil in each one.

$10.99 **294g** 20950440_EA

PC® Mini Arancini Italian Rice Balls

Crispy, cheesy and creamy is everything you want in an app. With ours, we took things a step further. Arancini is a special Italian treat, usually made with a single cheese. Ours has four to make each bite the cheesiest.

$9.99 **450g** 21480203_EA

PC® Cranberry & Brie Puff Pastry Bites

Cranberry and brie is a yuletide favourite, but this holiday, we've wrapped the tradition up without any of the work. In each golden pastry parcel is our creamiest brie nestled with 100% Canadian cranberries. It's our gift to you.

$7.99 **288g** 21473122_EA

Fine-dining dumplings–right at home

This dim sum favourite has it all: delicate texture, expertly-spiced taste and store-to-plate ease.



This year, you're hosting a dim sum feast. Handmade from delectable, high-grade shrimp and bamboo shoots, the **T&T® Shrimp Dumplings** make you feel like you're at your favourite Chinese restaurant.

They're authentically made, crafted with care and super easy to prepare. Each box is filled with 40 dumplings, which is enough to feed a crowd. However, they're so good, you should probably get a second one just in case.

T&T 大統華

Shop in the T&T freezer aisle today.

Product selection may vary by store location.

Cheese is life: 4 steps to do it right

Get the gouda–the PC® Medium Dutch Gouda Cheese. From North Holland, the cows live on lush pastures (that's the secret behind a fudgy-good gouda). There's more–our creamiest brie, a four-year-old cheddar–PC® has a cheese for everything. With the help of our PC® Test Kitchen, cheese boards are as easy as 1,2,3,4.

1 THE MAIN ATTRACTION

The best cheese board, like the best party playlist, brings variety. Ideally a selection of three to five cheeses, with different flavours and textures. The star of your board should be our best soft cheese–the **PC® Double Cream Brie**–ideally, served warm. Wrap the cheese in foil, then bake on a baking sheet at 350°F until gooey, 15 to 20 minutes.



PC® Double Cream Brie
$8.79 200g
20787327_EA

For the mild pick, try crowd-pleasing **PC® Medium Dutch Gouda Cheese**, which is aged four months on wooden planks for a rich bite. Next, slice up our **PC® 4-Year-Old Aged White Cheddar**–extra sharp, extra crumbly, extra aged and extra good. On to the goat! Centuries old techniques go into making our **PC® Cranberry Goat Cheese**. It's a festive fave you'll have on repeat.



PC® Medium Dutch Gouda Cheese
$7.99 200g
21523958_EA



PC® 4-Year-Old Aged White Cheddar
$13.99 300g
20116836_EA



PC® Cranberry Goat Cheese
$10.69 300g
20419118_EA

2 THE FESTIVE FILLER

You ready to bring a burst of colour? Arrange seasonal oranges, grapes and thinly-sliced apples and pears (these go perfectly with the gouda) between your cheese choices. For a touch of crunch, add our **PC® Honey Roasted Pistachios**. Dry roasted and tossed in an irresistible honey glaze, they're ready to go, no shell-wrestling required.



PC® Honey Roasted Pistachios
$8.99 155g
21469218_EA

3 THE SWEET & SPICY

We're partial to **PC® Hot Red Pepper Jelly**. Ours is a balance of sweet with heat and the perfect complement to sharp cheddar. Next up: instantly elevate your board with our **PC® Black Label Honeycomb in Wildflower Honey**. Its subtle, surprising hint of oregano will bring out the flavour of almost any cheese. Real talk, this jar won't last long.



PC® Hot Red Pepper Jelly
$4.99 250mL
20099627_EA



PC® Black Label Honeycomb in Wildflower Honey
$8.99 400g
21347091_EA

4 THE CRUNCH

When overwhelmed with cracker choices, start with a neutral option that will let your cheese really shine. Our foolproof favourites include **PC® Sea Salt Crackers or PC® Sea Salt Mini Pita Crackers**–crispy and lightly flavoured. For a fancy finish, warm up **PC® Onion & Chives Swiss Sticks**. They're made with puff pastry and are just begging to be dipped in warmed brie.



PC® Onion & Chives Swiss Sticks
$3.49 100g
21348623_EA



PC® Sea Salt Mini Pita Crackers
$2.99 142g
21380316_EA

PRO TIP

Cheese is a dish best served at room temperature. For best flavour, remove your choices from the fridge one hour before serving. Brie can also be warmed in the oven.

Forty years of main-dish energy

We've been transforming turkey and serving up hassle-free ham for decades. It's just what we do.



There's no denying it; turkey is tricky to master. Between brining, stuffing and carving, there's always a part we wish we could skip. That's why in the early 2000s we dared to make turkeys that worked for you.

First, we removed the bones! The delicious drumstick bones had to stay, but everything else was out to make our turkey a dream to carve. Hence the name, **PC® Easy Carve Turkey with Traditional Cranberry Stuffing**. And the stuffing—savoury seasoning with a touch of tart, thanks to the cranberries.

You loved it so much, we brought you another transformative bird: our **PC® Butter-Infused Stuffed Turkey Crown**. This time, we removed the wings, legs and back, so you can cook it from frozen in five hours or less.

There's more. The white meat is prepared with Normandy-style butter so it's rich and tasty. No brining needed. It's the same method used in our classic **PC® Butter Infused Frozen Turkey**. A truly foolproof feast, it's also cooked with Normandy-style butter to keep it juicy and tender.

For those tired of spending hours rustling up a sweet holiday ham, no more! Our **PC® Boneless Spiral Sliced Hickory Smoked Ham with Brown Sugar Glaze Pouch** is at the ready.

We cured it to infuse maximum flavour. Removed the bone for convenient carving. And gave you a glaze to drizzle for a golden crust. It's a triumph in taste—from our table to yours.

HOLIDAY HEROES

PC® Easy Carve Turkey with Traditional Cranberry Stuffing

$54.99 3.85kg 20822448_EA



PC® Butter-Infused Stuffed Turkey Crown

$40.99 3kg 21400947_EA



PC® Boneless Spiral Sliced Hickory Smoked Ham with Brown Sugar Glaze Pouch

$7.99/lb 21306158_KG



Your fuss-free and fabulous feast begins now

Discover you don't have to wake up at 5 a.m. to make the big meal.

Imagine it—a holiday that doesn't begin with the blare of an alarm clock. You don't have to begin brining the turkey before dawn, nor endlessly chopping all the sides. Or performing precise math equations to ensure everything is cooked on time.

This year, not a creature is stirring because you get to discover the luxury of a lie-in. No need to fuss, we're your sous-chef and we've done the prep for you.

There's a delectable main course topped with a pretty pastry—just pop it in the oven. The parchment paper is even included! Your veggies are pre-chopped, pre-washed and ready to roast. We've even prepped for plant-based eaters with a scrumptious spread. Go on, sleep a little while longer, there's no need to get up quite yet.

Head to pc.ca for more ways to top this holiday patty.



TRY THIS

Ultimate PC® Holiday Feast Turkey Stuffing Burgers topper

See those **PC® World of Flavours Turkey Stuffing Flavour Rippled Potato Chips**? They are the must-have burger topping of the season. Crumble **PC® Cranberry Soft Unripened Goat's Milk Cheese** and top with a handful of chips. It's double the feast flavour—in one bite!

Turkey feast—now on the BBQ

Bundle up and brush off the BBQ because you're serving up a new way to turkey.

That quintessential bite of turkey—gravy-seasoned meat, stuffing and cranberry—is a flavour feat that takes hours to create. Yet, it's so fleeting—even leftovers aren't enough. That's why we packed the poultry party in a patty you can polish off anytime this season. Parkas on, it's time to grill up our **PC® Holiday Feast Turkey Stuffing Burgers**. These feast-worthy burgers are made with white and dark meat (for the best of both worlds). Studded with real pieces of bread stuffing and cranberry. And the finishing touch—delicious, gravy notes, of course. With lots of celery seed, sage and parsley. But if you want to pour on more gravy, we whole heartedly support you. Just like that, we've given you another way to turkey—and you can eat it anytime you want.



PC® Holiday Feast Turkey Stuffing Burgers

$15 568g

21547041_EA



YOU'VE GOT TURKEY DINNER IN THE BAG—LITERALLY!

Snack on our PC® World of Flavours Turkey Stuffing Flavour Rippled Potato Chips. All the flavours you expect on a plate now seasoned generously onto crinkle cut chips. Being able to open a bag of chips to satisfy your turkey craving—that's the gravy on top!

$3.49 200g 21538818_EA

All of the wow of wellington and minimal work

You don't even need to find parchment paper–we've done that part too.

A wellington is a showstopping main... but frankly it's too much fuss. That's why we did most of the work for you. We've lovingly laid our **PC® Salmon Wellington** with a lattice-topped puffed pastry. But not just any puff pastry. Our flakiest yet (and we know puff pastry, please see page 2). Made with all butter for an ultra-rich flavour. Snuggled inside is succulent and responsibly farmed Atlantic salmon. Filled with a creamy cheddar cheese sauce with spinach. The tanginess of the cheese with the rich pastry is the chef's kiss. All this indulgence and it's so easy to prepare! Slide the frozen wellington out of the box and onto a tray. We've included the parchment paper, so you no need to worry about it sticking. For a more golden finish, brush a little egg wash on top of the pastry.

Now, make room for your next crowning achievement, our **PC® Stuffed Butternut Squash**. This fancy, filling feast for vegetarians is so good everyone will want a piece. We've stuffed this squash full of flavour for you. There's tomato, pearl barley, chickpeas, buckwheat, red onion, zucchini and quinoa. Topped with our special seed blend of sunflower, pumpkin, flax and sesame that gets deliciously crunchy in the oven (but keeps the squash super tender). Pre-dressed in a lemony vinaigrette, you just have to cook it for 60 minutes from frozen. No need to spend the day slicing and dicing. Instead, prepare for the applause that is sure to come as guests try their first bite.





PC® Salmon Wellington
$24.99 725g
21552109_EA



PC® Stuffed Butternut Squash
$14.99 600g
21476215_EA

Super sides that might steal the show

We've prepared simple sides that taste like you've spent hours prepping.



Truth talk—sides *might* be the best part of holiday dinner. Potatoes loaded with butter. Seasonal veggies bursting with flavour. It's all so scrumptious everyone wants seconds (or thirds) despite being full. That's why you have to bring the swagger when it comes to sides.

Elevate your feast with easy to make, crispy **PC® Parmesan & Black Truffle Polenta Fries** made with luxurious flecks of real black truffle foraged in Europe. These elevated fries are not to be confused with French fries. They're sophisticated, New Year's Eve party, formal occasion fries. Their creamy polenta centre made with Parmesan cheese and corn, along with the crusted coating, make them an indulgent side your guests will never stop talking about.

Want something more downhome and cozy? Dish out the nostalgic, homemade taste of our creamy, cheesy **PC® Scalloped Potatoes**. Because we've already par cooked them for you, when you pop them in the oven they crisp up to a stunning golden brown every single time. The creamy sauce made with cheddar and Swiss cheeses make this the ultimate comfort dish.

But what if the oven's full? Try our new **PC® Chopped Harvest Crunch Salad Kit** or our new falafel-inspired **PC® Chopped Lemon Tahini Crunch Salad Kit**. Just open the bag, toss and serve. If you're feeling creative, take our **PC® Organics Field Greens** up a notch by topping them with your favourite veggies and our new **PC® Tahini & Preserved Lemon Vinaigrette**. Made with preserved lemons and an authentic za'tar spice blend, this dressing has the perfect balance of nutty sweetness from the tahini and a kick of acidity from the preserved lemons.



PC® Parmesan & Black Truffle Polenta Fries
$10.99 420g
21531099_EA



PC® Scalloped Potatoes
$14.99 907g
21127549_EA



PC® Chopped Harvest Crunch Salad Kit
$6.99 285g
21547869_EA



PC® Chopped Lemon Tahini Crunch Salad Kit
$6.99 285g
21547873_EA



PC® Organics Field Greens
$7.99 312g
20323751_EA



PC® Tahini & Preserved Lemon Vinaigrette
$3.99 350mL
21531574_EA

Experience what's possible with plants

Discover new plant-based dishes that aren't just "options," they're marvelous meals everyone's going to love.



Gone are the holiday plates of questionable tofurkey, "just pick off the cheese," and family feasts with nothing you can eat. Now every holiday feast, party or quick meal between celebrations can have something everyone can enjoy. This year we've got plant-based options without the "weird" textures or "it sort of tastes like the real thing" reactions. Just delicious meals your vegan, vegetarian, flexitarian and even meat eaters will love.

Our **PC® Plant Based Porkless Belly Bao Kit** is the perfect meatless main when you're craving some umami, crispy goodness. These takeout fakeout baos have three distinct layers: a tender layer made with jackfruit, cabbage, jicama, white radish and mushrooms, a luscious layer and a crackly crispy layer. It includes a salty-sweet vegan hoisin sauce to dip or spread on pillowy pre-steamed, hand-folded buns that taste just like your favourite Taiwanese restaurant.

Our **PC® Plant Based Beefless Pasta Bake** makes any cozy night-in even cozier. It's a cheese-less meat-less, deconstructed lasagna that's guaranteed to warm you up. The "cheesy" like sauce made from tofu and cashews will have you wanting more. It's all topped with mozzarella flavoured shreds that get all melty and golden when you take it out of the oven. Do we need to say more? But be sure to mix it all together for the ultimate bite.

And for a quick flavour-packed lunch between gift shopping and wrapping, turn your favourite sandwich vegan with our **PC® Plant Based Garlic Mayo-Style Spread**. This egg-free and dairy-free spread is made with real roasted garlic and pea protein for an added richness. We believe it'll put your usual mayo to shame. Plus, it comes in an easy to use, convenient squeeze bottle. It's the perfect pairing to our new **PC® Plant Based Tunaless Chunks in Spring Water**. This fish alternative comes canned in salted water. It's ready to serve and can be used to make your favourite tuna salad sandwiches, tuna casseroles and so much more since the texture is just like the tuna you know and love. It's almost impossible to taste a difference between this soy-based ground tuna and well, tuna fish. Especially when you mix it with mayo. This has always been an item only found at specialty stores, until now. Craving some heat? Try the chili flavour.



NEW

PC® Plant Based Porkless Belly Bao Kit
$11.99 480g
21533723_EA



NEW

PC® Plant Based Beefless Pasta Bake
$4.99 320g
21546029_EA



NEW

PC® Plant Based Garlic Mayo-Style Spread
$4.49 300mL 21551336_EA

PC® Plant Based Tunaless Chunks in Spring Water
$1.99 110g 21494321_EA

NEW

PC® Plant Based Tunaless Chunks with Thai Chili
$1.99 110g 21494291_EA

Entertain with ease between $11 to $60

We've got a ton of new holiday essentials at prices that'll have all your guests wondering, "how do they do it all?"



Who said entertaining had to be stressful, chaotic, hard and messy? Not us. And now, not you either. This season, up your hosting skills and get it down to an art with an array of new PC® kitchen essentials.

1

PC® Double Handle Wood Board

Our 27-inch, gigantic grazing board has double handles, so you can manoeuvre your next masterpiece from the kitchen to the party. And yes, you read that correctly. It's 27 inches including the handles. This board is big–really big. So, think big. More cheese. More charcuterie. More spreads, dips and breads. The stunning blonde board is made from FSC-certified wood from sustainably managed forestry.

$29 21507552_EA NEW

2

PC® Everything Pan

This super, be-all-end-all of pans, has eight uses. It's designed for searing, braising, boiling, frying, steaming, sautéing, straining and baking, making it your one stop pan for almost every meal. Plus, you can fry up anything your heart desires because we've made this durable pan completely non-stick. Available in both terracotta and taupe, it looks like it came straight out of a boutique homeware store. Except ours doesn't come with the high price.

$59.99 21416332_EA



3

PC® 12-in-1 Everything Pot

This is the most versatile pot (really the only pot) you need–and it's over $100 cheaper than other multi-purpose pots. It has 12 uses to get through every single meal. Brunch? It's great for poaching or frying. Dinner? Ideal for searing, sautéing, stewing and steaming. Late night-after your guests finally leave-mac and cheese? Its size makes it great for boiling. Plus, it's ideal for braising, baking (up to 350°F), roasting and simmering.

$59.99 21517595_EA NEW

Also available at SHOPPERS DRUG MART

4

PC® Honeycomb-Clad Skillet

Our innovative honeycomb, hybrid surface is both stainless steel and non-stick. You get all the benefits of stainless steel (long-lasting, great for high heat cooking and easy clean up), while also being non-stick. You can even use metal utensils on it without damaging the surface. Amazing, we know.

10": $24.99 21492019_EA NEW
12": $29.99 21492022_EA

5

PC® Acacia Cheese Knife Set

This pairs perfectly with our new board. It has everything you need for whatever's on your cheese board: a curved-blade knife for firm cheeses, a wide-blade knife for crumbly or semi-hard cheeses, and a fork for grabbing a little bit more for your plate.

$11 21427504_EA

Also available at SHOPPERS DRUG MART

6

PC® Honeycomb-Clad Wok

We've gone full honeycomb this holiday! Our new wok features high, sloping walls to keep the heat inside (and stop spills as you toss your stir fries). Plus, an aluminum core ensures even heating. Like our skillet, we've conveniently made this both non-stick and stainless steel.

$34.99 21339634_EA NEW

WINNER
BEST IN CLASS
2022
GLOBAL
AWARDS
pac

The hottest cup in town (with a hot price)

Tired of $8 lattes? Stay in and brew up our perfected, smooth, flavourful roasts, selected from around the world and roasted to perfection right here in Canada.



We've been tireless in our attempts to craft the greatest cup of coffee ever—that hasn't changed since we were the first private-label coffee to launch in Canada in 1930. And we believe our PC® coffees will bring you cozy, caffeinated perfection.

We conducted a meticulous trial and error process to find our ultimate blends. Our blends contain a variety of beans including from Indonesia, Sumatra, Kenya or Ethiopia which are mixed and roasted for different lengths of time. Because all beans are different, our PC® Gourmet Coffee beans are "cupped," meaning professional coffee graders taste them three times before they reach our Canadian roasting facility. Then, we cup for a fourth time after roasting to ensure they match the distinct, gourmet flavour you love. And that's why we think these are the best beans at the best price (well, our legal team won't let us say that...). And now our very good beans are available however you want it, like single-serve coffee pods and instant.

SIPS TO SAVOUR



PC® Gourmet West Coast Dark Roast™ Coffee

Pour a richer cup than your usual. Made with 100% Arabica beans that we dark roast in Canada to create a complex and bold flavour with notes of cocoa.

$16.99 875g 21393374_EA



PC® The Great Canadian Light to Medium Roast Coffee

This coffee has the beans (or pods or finely ground coffee!) you need. Made of the finest quality beans including from Colombia and Kenya.

$16.99 930g 21393573_EA



PC® Medium Roast Instant & Microground Coffee

Our instant coffee tastes as good as freshly brewed coffee. With caramel notes and a complex flavour, try it in dark roast, light roast and espresso versions.

$5.99 100g 21500188_EA

Also available at SHOPPERS DRUG MART

*The recyclable packaging is made with a minimum of 80% paper content–freshness seal is not recyclable.
**For collection in municipal programs. These coffee pods may not be accepted for composting in your area" is in close proximity to this claim.

A beautiful brunch in 3 steps



1. The hack

Cool your croissants in no time with our **PC® Non-Stick Tiered Cooling Racks**. Convenient cooling and it collapses into three pieces for easy storage.

$14 21499789_EA



2. The display

Presentation is everything at brunch (#brunchgoals). A show-stopping piece like our **Life at Home® Ribbed Cake Stand** is an easy way to elevate your table. Just artfully place your croissants on top and done!

$19 21507135_EA



3. The glasses

This is a meal where guests will truly be savouring every sip. Have a bevy of cute cups for all the hot drinks–we'd like ours in this **Life at Home® Plaid Mug**.

$7 21507428_EA

Oh, la, la–flaky croissants, baked in your kitchen

Silky chocolate, sweet raspberry or buttery. Whatever your filling, 16 layers of French butter make PC® croissants sing. Only $6.99...boulangerie beware.



Say bonjour to our finest and flakiest croissants ever—and you just baked them up right at home. Our **PC® Ready To Bake - All-Butter Croissants** (21545111_EA) are made in France (of course) with 16 layers of French butter to give you a rich pastry that shatters with every bite. It's truly a boulangerie-like pastry for just $6.99 (and no trip to Paris necessary)! Just pop them in the oven and voilà, warm croissants from France to serve guests or to keep to yourself.

If you're craving something sweet, our **PC® Ready To Bake - All-Butter Pains Au Chocolat** (21545086_EA) are always the answer. Traditionally in France these are made with only two bars of chocolate, but we wanted to give you chocolate in every bite. There was hesitation in the PC® Test Kitchen—two bars is the way it's always been done. Do we dare try adding a third? *Quelle surprise*—not only is a third bar of real, semi-sweet chocolate enthusiastically French-approved, it may just set a new standard. The strategically dispersed chocolate ensures every bite gets a rich hit of cacao in all its glory. It's morning magnificence that will have you reaching for more.

For fruit fans, our **PC® Ready To Bake - All-Butter Raspberry-Filled Croissants** (21545122_EA). A pastry piece of art worthy of the museums, we've worked out how to add raspberry filling without disturbing the delicate honeycomb. Put these pretty pastries on a platter and you have the easiest brunch ever.

Now you've discovered that sharing a love of croissants with the people you love might just be the best way to hush the holiday hustle.

Congrats, you're now a crepe connoisseur

The stainless-steel spreader is your key to perfectly thin crepes.

Making crepes sounds intimidating and like it might be best left to the professionals. That is until you discover our new **PC® 2-In-1 Crepe Maker**. We've made it effortless. Blast the holiday tunes while your new crepe maker heats up—the light turns green when one of the five heat settings is reached. Batter up! The overized plate (a full 14.5-inches) lets you make true French-size crepes. Plus, it's non-stick and cast-iron, so you have even heating the whole time. Your secret weapons are the stainless-steel spreader (for making extra-thin crepes) and wooden flipper (for preventing ripping). Serve with an array of toppings—sweet and savoury to please all. When the breakfast is all done, cleanup is easy as you can remove the plates. Crepes again tomorrow?



NEW

PC® 2-In-1 Crepe Maker
$69.99
21511555_EA



Our spreader is the secret to making extra-thin authentic crepes.

You can also enjoy making mini pancakes and eggs with our PC® 2-in-1 Crepe Maker.

TOP-NOTCH TOPPINGS

SWEET



PC® 100% Pure Maple Syrup
$15.99 500mL
20049221_EA
Also available at SHOPPERS DRUG MART



PC® Dark Chocolate Covered Cranberries
$6.99 340g
21126662_EA
Also available at SHOPPERS DRUG MART



PC® Candy Coated Milk Chocolate Eggs
$4.79 200g
21389638_EA
Also available at SHOPPERS DRUG MART



PC® Dulce De Leche Spread
$4.99 450g
20067882_EA
Also available at SHOPPERS DRUG MART



PC® Chocolate Hazelnut Spread
$8.49 725g
20684116_EA
Also available at SHOPPERS DRUG MART



PC® Strawberries
$6.99 340g
21027142001_EA
Also available at SHOPPERS DRUG MART

SAVOURY



NEW

PC® Organics Raw Pine Nuts
$16.99 150g
21517450_EA



PC® Soft Unripened Goat's Milk Cheese
$10.69 300g
20569735_EA



NEW

PC® Smoky Bonfire Double-Smoked Bacon
$6.99 375g
21539305_EA



PC® Organics Field Greens Salad Mix
$7.99 312g
20323751_EA
Also available at SHOPPERS DRUG MART



PC® Hot Red Pepper Jelly
$4.99 250mL
20099627_EA
Also available at SHOPPERS DRUG MART



PC® Black Label White Fox Hard Ripened Cheese
$10.99 250g
20911376_EA

Chocolate Hazelnut Crepe Roll Cake

SERVES 8 **PREP TIME** 50 minutes **READY IN** 4 hours

You can whip up this festive, cream-filled roll without even turning on your oven. Crepes made in our **PC® 2-In-1 Crepe Maker** serve as a base for rich coffee cream chocolate hazelnut spread and crunchy toffee hazelnuts. It's a gorgeous make-ahead dessert for any occasion.

⅓ cup (83 mL) all-purpose flour
Pinch salt
¾ cup (188 mL) 2% or whole milk
2 large eggs
1 cup (250 mL) cold 35% whipping cream
2 tbsp (30 mL) sugar
1 tbsp (15 mL) PC® Medium Roast Instant & Microground Coffee
½ cup (125 mL) PC® Crunchy Chocolate Hazelnut Spread
½ cup (125 mL) chopped PC® Milk Chocolate Toffee Hazelnuts + 8 whole Toffee Hazelnuts for garnish
½ tsp (2 mL) cocoa powder (optional)





CREPES

1. Measure flour and salt into mixing bowl. Whisk in milk until smooth and lump free. Slowly add eggs, whisking between additions, until smooth and lump free. Cover and let stand at least 20 minutes or refrigerate overnight.

COFFEE CREAM

2. Combine cream, sugar and coffee in large mixing bowl. Whip with electric hand mixer on medium-high until mixture is thick and stiff peaks form, 2 to 3 minutes. Chill until ready to assemble.

3. Preheat crepe maker to temperature setting #4, until green light turns on. Ladle ¼ cup (60 mL) batter onto centre of hot plate. Working quickly, use the included T-shaped crepe spreader to evenly drag batter in a circular motion, spreading towards edges of plate. Cook for 1 minute, or until surface no longer looks wet and the bottom begins to brown. When edges lift easily with spatula, carefully slide spatula under one third of crepe, then flip onto other side; cook 30 seconds more. Remove to a plate and repeat with remaining batter, making a total of 5 to 6 crepes. Set aside to cool for 5 minutes.

ASSEMBLY

4. Cut a piece of parchment paper to approximately 16- X 24-inches (40 X 61 cm) and place on a flat surface. Place 5 cooked crepes in a straight line overlapping each by half. Smear hazelnut spread evenly over crepes, leaving a border of approximately 1-inch (2.5 cm) on all sides.

5. Sprinkle chopped hazelnuts over chocolate hazelnut spread. Reserve ½ cup (125 mL) coffee cream and set aside for garnish. Evenly spread remaining coffee cream over hazelnuts. Tuck in sides of crepes and starting from the bottom, roll crepes tightly toward top, taking care to keep sides tucked in. Spread reserved coffee cream over outside of cake. Sift cocoa powder (if using) overtop and garnish with additional whole hazelnuts. Chill 3 to 4 hours and use a serrated knife to slice.

TRY THIS

If you don't have a crepe maker, use a greased 8-inch non-stick pan instead. For a twist, make this recipe into a double chocolate crepe roll by adding 1 tbsp cocoa powder to the crepe batter. Simply mix it into the flour and salt before adding in the wet ingredients.

4 new ways to bacon



PC® Wiltshire Bacon Rashers

Cancel the trans-Atlantic flight, we've brought this English-style bacon right to you. Wiltshire bacon has both the loin and belly attached for an addictively chewy bite.

$7.49 250g 21546108_EA



PC® Smoky Bonfire Double-Smoked Bacon

These slices are double smoked, as if cooked over an open flame. Pairing with maple syrup and pancakes is not optional.

$6.99 375g 21539305_EA



PC® Applewood Smoked Bacon

Bring home Canadian bacon that's slowly smoked over applewood tree chips. The result? An unexpected combo of smoky and sweet that will become a morning must.

$6.99 375g 21538773_EA



PC® Sweet Ghost Pepper Bacon

Heat up cold mornings with this bold bacon. A blend of cayenne and ghost pepper gives it a delightful kick, tamed by a touch of sweetness.

$6.99 375g 21538811_EA

Perfectly crisp bacon. Every. Single. Time.

Cook a whole pack of bacon with no fuss, no turning.

Love bacon but hate the cooking process? Want to say goodbye to uneven cooking and batches upon batches of frying? Your wish is our command with our new **PC® Ultimate Bacon Crisper** (21516180_EA). Simply spread 16 strips (yes, an entire standard package) over the wavy mesh insert. This is where the magic happens. It lifts your bacon up—where it should be—so the heat can circulate around it and the fat drips down. And cleanup? We've planned ahead. The drip tray makes for easy grease disposal. Then just pop the tray in the dishwasher. Be sure to think beyond bacon, too. Our **PC® Ultimate Bacon Crisper** can cook up a mean hash brown and breakfast sausage. We'll be right over.





Joe Fresh® Long Sleeve Popover Tunic;
Joe Fresh® Pleated Midi Skirt;
Joe Fresh® Raglan Mock Neck Shirt;
Joe Fresh® High Rise Flare Pant

Style solutions for every holiday occasion

From head-to-toe, your holiday look is made easy with on-trend solutions by Joe Fresh®. Whether you're sitting down to a family dinner, catching up with friends or crossing items off your to-do list, we've got everything you need to enjoy the festivities in style.



Casual Cool

When you've got a busy day of errands, rest easy in cozy layers and versatile staples.

Joe Fresh® All Over Snowflake Pullover; **Joe Fresh**® Straight High Rise Jeans; **Joe Fresh**® Cable Beanie with Large Pom; **Joe Fresh**® Military Boot with Sherpa Tongue



Effortless Chic

Mix sequins with your favourite essentials to elevate casual get togethers.

Joe Fresh® Shacket; **Joe Fresh**® Essential Rib Crewneck; **Joe Fresh**® Sequin Midi Skirt; **Joe Fresh**® Satin Corset Tank; **Joe Fresh**® Lug Sole Loafer



Evening Glam

Add a touch of sparkle to an all-black ensemble in luxe fabrics.

Joe Fresh® Satin Wide Leg Jumpsuit; **Joe Fresh**® All Over Rhinestone Evening Bag; **Joe Fresh**® Pointed Toe Dress Block Heel

Get ready with me

For all of your holiday occasions, Quo Beauty™ and Life Brand™ have everything you need to put some festive polish on your look.



Quo Beauty™ Twinkle Eyeshadow Palette & Mini Lip Kit

From shimmering eyeshadows in pretty pinks to the ultimate lip kit, our holiday makeup sets have everything you need to shine.

Quo Beauty™ Twinkle Eyeshadow Palette;
Quo Beauty™ Mini Lip Kit



Life Brand™ Hydrating Cleanser & Facial Sheet Masks

Don't forget about skincare during this busy time of year! We're making it easy to pamper skin with our hydrating and soothing products.

Life Brand™ Hydrating Cleanser; **Life Brand**™ Hydrating Blueberry Facial Sheet Mask; **Life Brand**™ Soothing Bamboo Water & Lavender Extracts Facial Sheet Mask

Optimum™ | financial®

3 points hacks you can't miss

Your PC Optimum™ app is calling–there are huge offers you won't want to miss out on.

1 EARN UP TO 20,000 POINTS ON PC® FAVES

This season you could earn up to 20,000 **PC Optimum™** points when you pick up a number of products from this PC® Insiders Report™. That's over $20 value! We have offers on classic products you love and new ones we know you're going to love. All you have to do is open the PC Optimum™ app to get your PC® Insiders offers, shop and scan your app at checkout. Then it's time to plan your points haul: last-minute essentials, a holiday pick-me-up or gifts (ahem, please see page 32 for our ideas under $20).

Earn up to 20K pts on select PC® Insiders holiday products.

Valued at $20



2 GET GIFTS FOR THEM, REWARDS FOR YOU

Are you ready to maximize your points? With the **PC® Mastercard®** you can earn up to 10% back in PC Optimum™ points*. Just open your PC Financial® or PC Optimum™ app to get your personal offers each week. Then shop your offers in store with your PC® Mastercard® and watch even more points roll in at check out. That's how you earn big this season! Then redeem[1] your points at participating stores towards your holiday charcuterie board, the new pan you've been coveting, toiletries for your trip down south or whatever your heart desires.

Learn more (and apply) for the PC® Mastercard® now.



3 ENJOY A FREE APPLE SERVICES SUBSCRIPTION[2]

Members know that having the **PC Optimum™** app comes with a lot of rewards and we're about to give you a new reason to open your app. Every eligible PC Optimum™ member gets up to a three-month trial of **Apple Services** on us[2]. Yep, that's up to three months free of Apple TV+, Apple Music, Apple Fitness+, Apple Arcade and Apple News+. Get excited. Pump the holiday jams (on Apple Music, obviously).

Just open the app and enjoy this sweet perk.

*By combining PC Optimum™ points earned on PC® Mastercard® purchases with points earned from the PC Optimum™ loyalty program, where available.

[1]Minimum redemption is 10,000 PC Optimum™ points (worth $10 in free rewards) and in increments of 10,000 PC Optimum™ points there after at participating stores. Some redemption restrictions apply. Visit pcoptimum.ca for details and full store list.

[2]New and qualified returning Apple subscribers only. Conditions apply.

PC Financial® Mastercard® is provided by President's Choice Bank.

Lasagna fit for the fam (and your budget)

PC®'s gooey, cheesy, time-tested family favourites have been filling your cravings for 30 years.



Lasagna lovers, we premiered our ultimate ready-made lasagna back in the early 1990s. Made just for you.

It had to be just like Nonna's. Onions and garlic slowly sauteed before adding crushed tomatoes.

Now to give you the ultimate layered experience—pasta and ground beef are lovingly held together with rich mozzarella, ricotta, cottage and Parmesan cheeses.

Our **PC® Meat Lasagna** was born. There was only one bit of feedback—why isn't there a veggie option? We got straight to work! Eight cheeses and six vegetables later, we brought you our **PC® Vegetable Lasagna**.

Once we started, we couldn't stop. A luscious white cream sauce was a bright base for sustainably sourced wild shrimp, lobster and scallops in our **PC® Seafood Lasagna**. This time topped with crunchy breadcrumbs and mozzarella cheese.

It was a weeknight winner, so we swapped the seafood for our **PC® Chicken Lasagna** (with an irresistible crispy cheese topping). Now, you have four favourites, ready to serve a family of four for $16.99 or less. Ultimate comfort achieved!

Here comes the hardest part. Resisting the saucy, bubbly edges and all that cheese for the 10 minutes it takes to cool. Trust us, it's worth it.

DINNER WINNERS

PC® Vegetable Lasagna
$16.49 1.13kg 20301001_EA
Also available at SHOPPERS DRUG MART



PC® Seafood Lasagna
$16.49 1.13kg 20319958_EA



PC® Chicken Lasagna
$14.99 1.13kg 20051295_EA

Whacked by Wednesday? The secret to winning weeknight dinners.

Pasta! And a freezer full of rich risotto, pillowy bites of gnocchi and a cheesy chicken pasta bake.



You can't fathom a frozen find that will fulfill your pasta fix. Until you taste your first forkful of our **PC® Cauliflower Gnocchi**. Made in Italy, each gnocchi is carefully concocted for the best bite. Starting with cauliflower. A lot of it (each piece contains over 70% cauliflower). And only four other ingredients—cassava flour, potato starch, sea salt and extra virgin olive oil (yes, it's gluten free). Mixed to ensure perfect, pillowy gnocchi. Then formed, boiled and individually frozen to preserve the quality. Top with jarred sauce or a little butter and Parm.

No time to heat up sauce? We've got you! Reach for our **PC® Butter Sage Sweet Potato Gnocchi**. We've blanketed each tender piece of sweet potato in our rich, buttery sauce.

Or if the kids prefer a tomato sauce, dig into a bowl of **PC® Pomodoro Cauliflower Gnocchi**. Our classic Italian pomodoro sauce is mixed with each gnocchi to give you the sauciest bite.



PC® Cauliflower Gnocchi
$5.99 350g
21546625_EA



PC® Butter Sage Sweet Potato Gnocchi
$5.99 400g
21546613_EA





Busy weeknights beware: you've got a secret weapon

You're booked and busy. But still have to put dinner on the table. Luckily, we've bulked up your freezer with enough quick and easy options to get you to New Year's.

Twenty-five minutes to perfectly pillowy gnocchi. Hand-tossed **PC® Black Label Pizza** with a crisp and airy crust. With top-notch topping options.

Monday: holiday concert. Tuesday: work party. Wednesday: wrapping marathon. Thursday: cookie swap. Friday: lights tour. No problem! You've now got a plan. And when you serve up supper, you'll realize you have a spare 30 minutes in your schedule. Might as well sit back with another slice.

Now, for a hearty dish like homemade (without the herculean effort). We wanted layers of comfort in our **PC® Chicken Parmesan Radiatori Pasta Bake**. Made-from-scratch radiatori pasta is full of nooks and crannies. Better to snugly hold our rosé sauce and give you lots in every forkful. Four chicken cutlets coated in a crispy topping and sprinkled with mozzarella cheese top it all off. Pop in the oven and you're done—without dirtying any dishes.

If rich and creamy is what you're craving, indulge in restaurant-style risotto right at home. Our **PC® Butternut Squash Risotto** is made with premium Italian Carnaroli rice. Cooking to a perfect al dente every time, it's the captivating creaminess you're tasting. Made creamier by traditional Italian cheeses. Butternut squash and real butter finish off this fancy, fuss-free dish. And cheese devotees, we made our **PC® Five Cheese Risotto** just for you. All the cheese in six minutes or less.



PC® Chicken Parmesan Radiatori Pasta Bake
$14.99 1kg
21524774_EA



PC® Butternut Squash Risotto
$5.99 400g
21546574_EA



Our perfect gourmet pizza? It's closer than you think.

Close your eyes and take a bite. You won't believe the price.

No crust will be left behind with our new **PC® Black Label Pizzas**. It's our best pizzeria pie, now at home and only $7.99. Perfetta! We've upgraded everything from the dough, to the toppings, to the way we crafted them. To preserve the structure of the double-fermented dough, they're hand-tossed by a professional pizzaiolo in Italy. This gives you an airy crust with a soft centre. Then, they're stone baked to crisp up the outside. And the toppings. Oh, the toppings. All equally as gourmet. Just take the **PC® Black Label Margherita Pizza**, topped with mozzarella, hand-pulled buffalo's milk and Stracciatella cheeses.

We're not done with pizza yet. Need a quick, easy and cheesy feast to whip up before tobogganing? Our **PC® Wood Fired Pizzas** bring you your fave toppings, but made on an irresistible stone-baked crust.



THE NEW CLASSIC

Our **PC® Black Label Margherita Pizza** is perfection in a pie. Our signature crisp, airy crust is topped with Italian tomato sauce. Then a blend of mozzarella, hand-pulled buffalo's milk and Stracciatella cheeses. Finally, a burst of cherry tomatoes.

$7.99 **420g** 21531415_EA



FOR FUNGHI FANATICS

Our **PC® Black Label Funghi Pizza** is an umami lover's dream. Built on top of a double-fermented dough, this one is all about the toppings. An earthy blend of portobello, shiitake and oyster mushrooms sit upon a velvety, creamy, rich sauce. And the big finale. Truffles.

$7.99 **370g** 21531412_EA



NAUGHTY AND NICE

Our **PC® Black Label Diavola Pizza** will light up your taste buds. Each bite has a balanced heat and the best toppings; ventricina salami, smoked provola cheese and red onion.

$7.99 **420g** 21531410_EA





PASS THE PEPPERONI

Our **PC® Wood Fired Pepperoni Pizza** is a pizza purist's dream. Topped with tomato sauce then traditionally baked in an authentic wood fired oven on a volcanic stone for an exquisite lightly charred crust. We finished it with mozzarella cheese and lots of pepperoni. Because cheese and pepperoni, that's amore.

$6.99 **378g** 21540352_EA

Also available at SHOPPERS DRUG MART



GARLICY GOODNESS

Our **PC® Wood Fired Roasted Garlic & Goat Cheese Pizza** is one savoury, flavourful slice. Sweet caramelized onion sauce, salty goat cheese, arugula and of course, garlic. And yes, all that does come on a frozen pizza.

$6.99 **350g** 21540427_EA

Never wonder what to make for lunchtime again

Soup! And better than a basic bowl. One full of flavour, veggies and a source of fibre. It's ready to serve so take a few minutes for lunch.



1

PC® Blue Menu™ Butternut Squash & Garlic Ready-To-Serve Soup

A bounty of butternut squash in a bowl! This comforting soup has butternut squash, plus carrots, onions and potatoes too. A dash of garlic gives it a nutty finish.

$4.19 **500mL** 21545445_EA

2

PC® Blue Menu™ Tomato & Roasted Red Pepper Ready-To-Serve Soup

Of course we've packed this classic with tomatoes, onions and roasted red peppers. But take a sip–yes, that is a hint of basil, thyme and garlic you're tasting.

$4.19 **500mL** 21545172_EA

3

PC® Blue Menu™ Potato & Leek Ready-To-Serve Soup

A hearty soup made for hectic days. Our creamy base has leeks, onions and potatoes. Take it over the top with a dollop of Greek yogurt.

$4.19 **500mL** 21545459_EA

PC® peppermint perfection

Here at PC®, crisp peppermint brightens everything from your favourite morning coffee to crowd-pleasing desserts.



Fall is finally finishing and it's time to put away your pumpkin spice. Your mug, like the trees, feels bare. Except that chill in the air is a sign that minty magic has arrived. And we're about to fill your cup (and freezer and pantry too) with the taste of the holidays.

Here at PC®, we're passionate about the many possibilities of peppermint. It's never just candy. In our minty matchmaking hands, it's ice cream, coffee and our coolest confection yet. What are you waiting for—the holidays are here and so is Candy Cane Lane.



When candy cane met crackle, an iconic Canadian holiday tradition was born. Devoted fans have been filling their freezers with our **PC® Candy Cane Chocolate Fudge Crackle™ Ice Cream** for decades. In fact, for the peppermint passionate, this is a prized possession. Fans go to multiple stores to find that coveted container. There is even one customer in Quebec who clears out our entire freezer section so they have enough to last the whole year (don't worry, we still have plenty for you!). They've discovered—and now you have too—that when candy cane and crackle co-exist, it's minty matchmaking heaven.

Each coveted scoop gives you vanilla ice cream loaded with crushed peppermint candy and lots of our famous fudge crackle™. We have to keep our exact process under wraps, but we inject our crispy crackle into the ice cream. When paired with candy canes, it's a crushable combo that has you stocking your freezer every holiday.

Mint condition: our PC® holiday favourites

The wait is over: Why these exclusive items are a season Must Try.



PC® Mini Candy Cane Ice Cream Bars

Speckles of mint are never enough. That's why our bars have pieces of minty merriment nestled in velvety vanilla and peppermint ice cream and a chocolatey coating.

$7.49 6x55mL
20911591_EA



PC® Candy Cane Cookie Dough Ice Cream Bites

Two of your fave treats now in one minty morsel. Using our top-secret process, we've wrapped mint ice cream with candy cane pieces in rich chocolate cookie-dough. Yes, you can eat them right out of the freezer!

$6.99 6x30mL
21545109_EA
Also available at SHOPPERS DRUG MART



PC® Candy Cane Chocolate Fudge Crackle™ Ice Cream

A legend, an icon and a bestseller since 1993. If you're not already a fan, here's what you've been missing: peppermint vanilla flavoured ice cream with crushed candy cane pieces and lots of our famous fudge crackle™.

$7.49 1.5L
20810224_EA



PC® Candy Cane Flavoured Coffee Pods

Feeling the holiday hustle? We dug into the archives and brought back a festive fave to perk you up. While the kids sip cocoa, you can savour this peppermint-flavoured coffee, topped with whipped cream and a candy cane.

$7.99 136g
21543666_EA

*For collection in municipal programs. These coffee pods may not be accepted for composting in your area.

The icing on top—except it's not icing!

It looks like cake. But holy smokes, what's inside just might be holiday's sweetest surprise.



One flavour of our ice cream cupcakes wasn't enough!

We were compelled to make our **PC® Chocolate Cupcake Filled With Chocolate Ice Cream.** With chocolate curls on top for good measure.

$7.99 232g
21549040_EA

At every good party, cake comes with a side of ice cream. It's the perfect pairing—that just got entwined together for eternity. We've crammed cupcakes with ice cream. Boom. Dessert dreams, achieved. Our **PC® Birthday Cupcake Filled With Vanilla-Flavoured Ice Cream** is literally filled top to bottom with as much vanilla-flavoured ice cream as possible. We're here to indulge not make equations, but each cupcake has over 50% ice cream. And is made with 100% Canadian dairy (it's the only way we make ice cream). The real sweet spot is the texture. Right out of the freezer, these cupcakes come ready to eat. How? A bit of magic and our super-soft ice cream. Specially made to top our fluffy and vanilla flavour-filled cake. You'll never want cupcakes without ice cream again.

Now for a dessert we believe is unlike anything you've ever tasted. Our slice-and-serve **PC® Salted Caramel Meringata Meringue Dessert**. It starts in Italy, with luxurious layers of frozen semifreddo. Meaning semi-frozen in Italian, semifreddo is airier and less cold than other frozen desserts. We take the time to whip the milk, sugar and egg until it's almost velvet in texture. Then we top it with our house-made salted caramel meringue for a hit of crunch in every bite. Or try our **PC® Sweet Cream Meringata Meringue Dessert** with dark chocolate drops. After a day of feasting, this is the something sweet you're craving. But it's unbelievably light. Maybe you have room for a second slice?



PC® Birthday Cupcake Filled With Vanilla-Flavoured Ice Cream

$7.99 232g 21548674_EA



PC® Salted Caramel Meringata Meringue Dessert

$8.99 260g 21549377_EA

TRY THIS

3 ultra-indulgent uses for PC® Black Label Couvertures

1. The Ultimate Dark Chocolate Sauce

For a silky-smooth dark chocolate sauce, place 1 cup (250 mL) **PC® Black Label Dark Chocolate Couverture** in a 2-cup (500 mL) heatproof, resealable glass jar such as a Mason jar. Bring 1 cup (250 mL) 35% cream to a boil. Immediately pour over chocolate, add pinch salt and place lid on firmly. Let stand 2 to 3 minutes. Using a towel to protect hands, shake jar vigorously until mixture is smooth with no visible chunks. Use immediately or refrigerate up to 2 weeks. To reheat, warm 20 to 30 seconds in microwave, until pourable.

2. The Mouthwatering Milk Chocolate Chip Cookie

Level up your favourite chocolate chip cookie recipe by replacing standard chocolate chips with an equal amount of **PC® Black Label Milk Chocolate Couverture**.

3. The Indulgent White Chocolate Cheesecake

Turn any cheesecake into a white chocolate, berry-topped confection. Melt ¼ cup (83 mL) **PC® Black Label White Chocolate Couverture** and pour onto centre of chilled 6-inch (15 cm) cheesecake (thawed, if using a frozen cheesecake). Use spatula or back of spoon to spread an even layer over surface of cheesecake. Immediately top with fresh or dried berries. Chill 10 minutes before serving.

You must try couvertures in our Crackled Chocolate Cookies. Find the recipe on pc.ca.

Ready to level up your chocolate game?

Say hello to couvertures, you're about to become their biggest fan.



It's not the holidays without chocolate. And couvertures are what the world considers the crème de la crème of chocolate. Historically they've only been available in specialty shops. Until now! We're bringing these coveted chips—in dark, milk and white—to the grocery aisle. Go pop open a bag of our **PC® Black Label Couvertures**. Prepare for an incredible richness. So creamy. So smooth. You want—no need—more. What makes couvertures so special is their high percentage of cocoa solids. Ours have a minimum of 29% and come straight from Belgium. If you bake cookies with couvertures, you don't get just a bite of chocolate, rather puddles of luscious luxury (and, likely, a tiny dribble down your chin or on your fingers—lick it up, leave no couverture behind!) Melted couvertures are also perfect for dipping marshmallows, making candy or just snacking on whole.

NEW



PC® Black Label Dark Chocolate Couverture

$5.99 250 g

21546188_EA

Top treats for top dogs

Who's such a good dog? Your precious pooch! And you've got an extra-tasty treat for them this year.

Everyone should get a thoughtful gift at this time of year. Especially the family member who's been your resident alarm clock, walking buddy in the cold and constant cuddling companion. Behold a delicious delicacy designed especially for your dog. And with you in mind, too! You only want to give your dog something special. We're pet parents too, that's why we created our **PC® Nutrition First®** line. Our new **PC® Nutrition First® Baked Apple Dog Treats** (21544864_EA) and **PC® Nutrition First® Baked Sweet Potato Dog Treats** (21544858_EA) are made with a single ingredient. Sweet potatoes or apples. That's it—no sneaky other ingredients. Prepare for some begging because every dog will want to gobble up this chewy treat. You can savour that they're chowing down on a wholesome snack. Paws up if you want seconds?



Our favourite way to clean

Our new cleaners are formulated without parabens and sodium laureth sulfate.

Hours spent scrubbing surrounded by unpleasant smells is not how you want to welcome the festive season. Our new **PC® Planet First™ cleaners** are formulated without parabens and sodium laureth sulfates. Plus, this product has not been tested on animals and does not contain any animal or animal-derived ingredients There's an **All-Purpose Cleaner** so you can effortlessly tackle dirt and grime. Say "see ya later" to limescale and soap scum with our **Bathroom Cleaner**. And grease is no match for our **Dishwashing Liquid** when it's on a mission to give you glistening dishes. Each one will brighten a room with a pleasant scent, like fresh lavender. Our All-Purpose Cleaners and Dishwashing Liquids come in fragrance-free options too. We then bottled it all in a in a container made from 100% post-consumer recycled plastic, which reduces the use of virgin material*. Cleaning never felt so good.



NEW

PC® Planet First™ Fragrance-Free All Purpose Cleaner
$6.99 700mL
21543267_EA

NEW

PC® Planet First™ Orange Blossom All Purpose Cleaner
$6.99 700mL
21543302_EA

NEW

PC® Planet First™ Fresh Lavender All Purpose Cleaner
$6.99 700mL
21543319_EA

NEW

PC® Planet First™ Fresh Lavender Bathroom Cleaner
$6.99 700mL
21544963_EA

NEW

PC® Planet First™ Fragrance-Free Dishwashing Liquid
$4.99 740mL
21549800_EA

NEW

PC® Planet First™ Pink Grapefruit Dishwashing Liquid
$4.99 740mL
21549817_EA

NEW

PC® Planet First™ Fresh Garden Dishwashing Liquid
$4.99 740mL
21549859_EA

*Excludes cap and label

Crowd-pleasing gifts for under $20

We've worked hard to find thoughtful yet affordable gifts for everyone, so you don't have to. And with PC Express™ online grocery, you can even arrange pickup or delivery.



FOR EVERYONE

8" President's Choice Children's Charity Bear

This two-in-one gift is cuddly, cute and charitable. For every purchase of our Mini Me Bear, $1 goes to support the charity's goal of feeding one million Canadian kids each year. New this year, each bear is filled with 100% recycled fibre stuffing from one melted plastic water bottle.

$8 21512377_EA



FOR THE CAREGIVERS

Life at Home® Scented Candles

There are certain people in your life who need a little TLC (we see you teachers). Gift instant chill vibes with our candles. Our soy wax blend with three wicks has a slow and even burn. And optimal fragrance, too. Our Whimsy collection is full of coziness with our Festive Spice, Cedar Wreath, Butterscotch Cake and Hot Cocoa scents.

$16 397g 21513481_EA



FOR THE SPILLER

PC® Stemless Wine Glasses

Everyone deserves gorgeous glasses in their home–but they have to be durable. That's where our stemless glasses come in. Made with Bohemian lead-free crystal, these glasses are fancy, but made for those "oops" moments.

$12.99/set of 4

Red Wine: 21028435_EA
White Wine: 21028565_EA



FOR THE OFFICE EXCHANGE

PC® Non-Stick Rolling Pin

A festive find that's also practical is the key to a prime office present. With this rolling pin's candy cane stripes, you've found the hot item of the gift exchange. It rolls like a dream thanks to its non-stick surface. And the silicone makes for quick and easy rolling of cookies, pies and more.

$9.99 21500366_EA



FOR UNDER $10

Life at Home® Monogrammed Mugs

You can never go wrong with a mug (especially at this price). It's a gift everyone will love because it's personalized to them. Plus, it's oversized with a pretty speckle finish.

$8 /mug

"R" Mug: 21507534_EA
"S" Mug: 21507535_EA



FOR THE GRANDPARENTS

Life at Home® Mini & Me Apron & Towel Gift Set

Is this the greatest gift ever? Grandma and grandpa get an all-cotton striped or plaid apron with coordinating towel for the inevitable messes. Your little one's matching set has an added chef's hat in red or navy. We are all about the cuteness factor with this present!

$14 /gift set

Adult: 21516833_EA **Kids:** 21516997_EA



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*Eligible on same-day and future orders of $35 or more.

Decades of The Decadent® devotion

A quest for the perfect cookie helped us all discover our devotion to The Decadent®.



During a holiday defined by decadence, there's a simple way to get your fix: a bag of **PC® The Decadent® Chocolate Chip Cookies**. Back in the 1980s, we set out to make you the best chocolate chip cookie. A champion cookie you would keep reaching for. The key was the chocolate. We stuffed as many chocolate chips as possible into the batter. Only physics stopped us from putting more.

What about the buttery base? Some others use shortening or margarine, but it was butter or bust for us.

This cookie was good. But it was missing something. A certain texture. Now, this is our special ingredient, so let's keep this between us: We added coconut. And just like that, a Canadian icon was born. It's still our number-one bestselling cookie. In fact, you love it so much we made a decadent dynasty. **PC® The Decadent® Reverse White Chocolate Chip Cookies**, **PC® The Decadent® Middle Chocolate Chip Cookies** and **PC® The Decadent® Chocolate Chunk Cookies**. And those are just the cookies! We hope you're hungry.

SWEET FINISH

PC® The Decadent® Hot Chocolate Mix

Tastes like chocolate chip cookies in a cup! Enjoy this rich and creamy concoction by the fire.

$5.99 450g 21549129_EA



PC® The Decadent® Chocolate Chip Cookie Mix

Our best cookie, but baked at home to your preference. Maybe you like it soft and chewy or golden and extra crisp.

$5.49 900g 20430582_EA